

I hereby certify that this correspondence is being faxed to the Board of Patent Appeals and Interferences (571-273-0299) and the U.S. Patent Office Central Fax (571-273-8300) on the date below.

Date: June 20, 2006

  
Sandy Reisman

Docket No.: 291508005US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:

Beck et al.

Appeal No.: 2006-0853

Application No.: 09/721,441

Confirmation No.: 2327

Filed: November 22, 2000

Art Unit: 3622

For: DYNAMICALLY TARGETING ONLINE  
ADVERTISING MESSAGES TO USERS

Examiner: Jeffrey D. Carlson

**CONFIRMATION OF REQUEST FOR ORAL HEARING**

Board of Patent Appeals and Interferences  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RECEIVED**

JUN 20 2006

U.S. PATENT AND TRADEMARK OFFICE  
BOARD OF PATENT APPEALS  
AND INTERFERENCES

Sir:

In response to the Notice of Hearing mailed June 14, 2006 (copy attached), Appellant hereby confirms his request for an oral hearing in the above-identified matter.

Appellant requests a telephonic hearing.

The hearing is currently scheduled for July 25, 2006, at 1:00 P.M.

Application No.: 09/721,441

Docket No.: 291508005US1

Appellant believes no fee is due with this request. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: June 20, 2006

Respectfully submitted,

By 

Steven D. Lawrenz

Registration No.: 37,376

PERKINS COIE LLP

P.O. Box 1247

Seattle, Washington 98111-1247

(206) 359-8000

(206) 359-7198 (Fax)

Attorney for Appellant

29150 8005121  
SD/SK12

## United States Patent and Trademark Office

Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark OfficeP.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov**DOCKETED**RECEIVED  
PATENT DOCKETING

JUN 16 2006

PERKINS COIE, LLP  
PATENT-SEA  
P.O. BOX 1247  
SEATTLE, WA 98111-1247**RECEIVED**

JUN 20 2006

U.S. PATENT AND TRADEMARK OFFICE  
BOARD OF PATENT APPEALS  
AND INTERFERENCES

Appeal No: 2006-0853  
 Appellant: Steve Beck et al.  
 Application No: 09/721,441  
 Hearing Room: A  
 Hearing Docket: B  
 Hearing Date: Tuesday, July 25, 2006  
 Hearing Time: 1:00 PM  
 Location: Madison Building - East Wing  
 600 Dulany Street, 9th Floor  
 Alexandria, Virginia 22313-1450

**NOTICE OF HEARING  
CONFIRMATION REQUIRED WITHIN TWENTY-ONE DAYS**

Your attention is directed to 37 CFR § 41.47. The above identified appeal will be heard by the Board of Patent Appeals and Interferences on the date indicated. Hearings will commence at the time set and as soon as the argument in one appeal is concluded, the succeeding appeal will be taken up. The time allowed for argument is twenty minutes unless additional time is requested and permitted before the argument is commenced. If there are any inquiries, please contact the Clerk of the Board at 571-272-9797.

CONFIRMATION OR WAIVER OF THE HEARING IS REQUIRED. This form must be completed below and facsimile transmitted to both: (1) the USPTO Central fax number (official copy), and (2) the Board of Patent Appeals and Interferences fax number (courtesy copy) within TWENTY-ONE (21) DAYS from the mailing date of this notice indicating confirmation or waiver of the hearing. A copy of this notice may be alternately filed by mail if facsimile is not available.

BPAI HEARINGS FAX No: (571) 273-0299

USPTO Central Fax No: (703) 872-9306

BPAI Mailing Address: BOARD OF PATENT APPEALS AND INTERFERENCES  
 UNITED STATES PATENT AND TRADEMARK OFFICE  
 P.O. BOX 1450  
 ALEXANDRIA, VIRGINIA 22313-1450

In all communications relating to this appeal, please identify the appeal by its number.

CHECK ONE: ☒ HEARING ATTENDANCE CONFIRMED ☐ HEARING ATTENDANCE WAIVEDSignature of Attorney/Agent/Appellant  
Steven D. Lawrenz6/20/2006  
Date37,376  
Registration No.

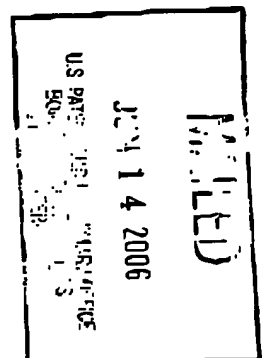
Names of other visitors expected to accompany counsel: Do Te Kim, Reg. No. 46,231

For information on visitor access to hearing rooms and security procedures at the USPTO Alexandria Campus, see  
<http://www.uspto.gov/web/offices/dcom/bpai/docs/contact/enumer.info.htm>

I hereby certify that this correspondence is being transmitted via facsimile to the U.S. Patent & Trademark Office at (571) 273-0299 and (571) 273-8300 on June 20, 2006.

By:

Sandy Reisman



CONFIDENTIAL

PRIVILEGED

## PERKINS COIE LLP- SEATTLE

FAX NUMBER: (206) 359-9000

SWITCHBOARD: (206) 359-8000

IF THERE ARE PROBLEMS WITH THIS TRANSMISSION, PLEASE CALL:

CENTRAL FAX ROOM: (206) 359-9000

Addressee: Commissioner for Patents & TMs FAX NO. (571) 273-0299  
(COMPANY)BPAI Hearings Direct Dial (571) 272-9797  
(INDIVIDUAL)From: Sandy Reisman, Senior Paralegal Date June 20, 2006Cover Sheet & 3 page(s) Client Number 29150-8005US01Return to Sandy Reisman / 3744 / 42-73  
NAME EXT. OFFICE LOCATIONOriginal document(s) will be: ☐ sent to you ☒ held in our files

PLEASE CONFIRM RECEIPT

RECEIVED

JUN 20 2006

U.S. PATENT AND TRADEMARK OFFICE  
BOARD OF PATENT APPEALS  
AND INTERFERENCES

Sent By \_\_\_\_\_

☐ Call Addressee to confirm they received this fax.

This Fax contains confidential, privileged information intended only for the intended addressee. Do not read, copy or disseminate it unless you are the intended addressee. If you have received this Fax in error, please email it back to the sender at perkinscoie.com and delete it from your system or call us (collect) immediately at (206) 583-8575, and mail the original Fax to Perkins Coie LLP, 1201 Third Avenue, Suite 4800, Seattle, WA 98101-3099.